PROPOSALS FOR PUBLISHING

THE

Latest and Most Eloquent Sermons

OF THE GREATEST LIVING PULPIT ORATORS,

WILLIAM MORLEY PUNSHON,

HENRY WARD BEECHER & CHARLES HADDON SPURGEON,

With Introductory Memoir of Dr. Punshon by Rev. W. H. Milburn; and Biographical Sketches of Beecher and Spurgeon. Illustrated with Portraits and numerous Engravings.

CONTENTS OF DR. PUNSHON'S SERMONS.

INTRODUCTORY MEMOIR.
1. MEMORIES OF THE WAY.
2. THE BELIEVER'S SUFFICIENCY.
3. THE MISSION OF THE PULPIT.
4. SOLICITUDE FOR THE ARK OF GOD.
5. THE INCARNATION OF CHRIST.
6. ZEAL IN THE CAUSE OF CHRIST.
7. THE CHRISTIAN'S INHERITANCE.
8. THE HEAVENLY CONQUEROR.
9. THE CHRISTIAN'S DEATH, LIFE, PROSPECTS AND DUTY.
10. THE APOSTLE'S GROUND OF TRUST.
11. THE EFFECTS OF PIETY ON A NATION.
12. THE PROPHET OF HOREB: HIS LIFE AND ITS LESSONS.
13 FAREWELL SERMON, preached in the Metropolitan Church, Toronto, on Sunday morning, May 11th, 1873.

"But it is good to be zealously affected always in a good thing, and not only when I am present with you."—GALATIANS, iv. 18.

The Sermons and Lectures published in this volume are the most impressive of those delivered by three of the most popular pulpit orators living, and the publishers feel confident that the book will receive a hearty welcome into every family in the Dominion. None of the great agencies of the day for influencing the human mind are so potent for good as the power of Pulpit oratory. The great truths of Holy Writ, when clothed in the beautiful and forcible language that springs from the lips of a Punshon, a Beecher, or a Spurgeon, fire the soul and warm the heart to a keener sense of duty, and give direction, tone and elevation to the thoughts of the generation in which they live. In hearing or reading the sermons of these great orators, you are bound as by a spell, and surrender for a time the control of your own thoughts and affections. You abandon for once the guidance of your mind, conscious that a more skillful pilot has taken your place at the helm. You waive at their command your independent consciousness, for you have yielded at discretion, and you are the prisoner of the preacher's eloquence and resistless oratory.

The publishers have repeatedly been solicited by their agents and the public to bring out a volume of Sermons by Dr. Punshon; they have, therefore, at great expense, had many of the present Sermons reported as they fell from the lips of the great orator, and they now offer to an appreciative public the only extensive collection of this nature ever published. To make it more acceptable to the masses of all denominations, and to afford an opportunity for a comparison of the relative merits of our greatest living preachers, the latest and best Sermons of Beecher and Spurgeon have been added. No dsctrinal sermons have, however, been included in this collection from either preacher. The volume is splendidly embellished with life-like portraits of each divine. The Canadian public are too familiar with the sound, classical, and earnest sermons of these celebrated preachers to require any commendation from the publishers. The simple announcement that we intended to publish this collection has brought in hundreds of applications for agencies and for the book. We predict for it the largest sale of any book ever published in Canada. The portraits are the best likenesses ever taken of these great preachers, and are in keeping with the beautiful print, paper, and binding of the book. The remaining illustrations are appropriate designs for the work, and have been produced at great expense.

CONDITIONS OF PUBLICATION.

The work will be issued in one thick crown octavo volume of about 500 pages, printed on fine, beautifully tinted calendered paper, made expressly for this book. The type is new and very clear; the binding will be substantial, and in the highest style of the art for neatness. It will be furnished in two styles and prices, payable on delivery; and in view of the very large sale it must have, the prices are put very low, as follows:

Bound in Extra Fine English Muslin, stamped in Black and Gold $2.00
Bound in Full Morocco, Mottled Edges 2.50

The publishers guarantee that t book will correspond with the above conditions and prospectus.

NATIONAL PUBLISHING Co., Publishers,

No. 87 King Street West, Toronto, Ont.

☞ The book will be printed in solid type, and contain at least a third more matter than most other books of the same size.

N. B.—This book will be published only by subscription, and cannot be had at book-stores.

1873. Sermons

☞ Read carefully our Terms and Rules and Plan of Operations on this page, and the description of the Book on the opposite page, before writing us, as it will save correspondence and insure an early reply to your letters.

OFFICE OF NATIONAL PUBLISHING COMPANY, (P. O. BOX 1346)

NO. 87 KING STREET WEST,

Toronto, Ont. *1873*

DEAR SIR,—We take much pleasure in announcing to you that we are about issuing a new work from the press, and one we beleive that you will find it to your interest and delight to engage in the sale of, as it must necessarily have an enormous circulation, being the productions of the three most eminent divines living. It is entitled, "THE LATEST SERMONS OF THE MOST POPULAR LIVING PREACHERS, PUNSHON! BEECHER! SPURGEON!" What authors! What a book! Writers for immortality on immortal subjects! Old and young can drink alike at this well, certain of refreshing draughts of pure and wholesome counsel. You will always have a friendly reception wherever you offer such a book. Clergymen, teachers, and all the best thinking men will subscribe and encourage you. You can, if you properly represent the book, place a copy in every house and cottage in the field we assign you. We send this circular to those only who, we believe, are ready to engage in the sale of the book, and we can assign you good territory if you apply at once; but cannot promise to give you an agency unless you order an outfit within a week after receiving this circular, as applications for agencies are coming in daily in large numbers from all parts of the Dominion, and the territory will soon be all engaged. You should write us at once, enclosing $1 for outfit, and secure the territory you wish to canvass.

The agent's outfit consists of a canvassing book, which contains the contents, specimen pages of the reading matter, the same kind of paper used in the book, the illustrations, both styles of binding, blank paper neatly ruled with printed headings for subscribers' names; and also blank reports and our "Agent's Companion," which is worth $10 to any new agent. This outfit will be sent to you by mail, postage pre-paid, on receipt of $1, and territory assigned you which may be of your own choice.

As Dr. Punshon has recently left Canada, and his name and fame is now fresh in the minds of the people, everybody is more anxious to purchase his sermons at present than they will be at any future date; you should therefore take advantage of circumstances and adopt a vigorous canvass at once. We believe that any person of good address, of intelligence, and of industrious and persevering habits, can clear from $50 to $300 per month selling this book upon the very liberal terms we offer to agents.

TERMS FOR THE BOOK.

	To Subscribers.	To Agents.	Agent's Profit.
In Extra fine English Muslin, stamped in Ink and Gold	$2 00	$1 20	$0 80
In full Morocco, mottled edges	2 50	1 50	1 00
Price of Canvassing Book, by mail, post-paid.....		1 00	

The price paid for canvassing book will be returned when 20 copies are ordered.

The Canvassing Books are now ready. The book will be complete, ready for delivery to subscribers, early in July. Sample copies will then be sent, to agents only, on receipt of agent's price.

Clergymen, teachers, students, and clerks, during vacation, and especially ladies, will find this the very best book to sell now offered, and the employment the most profitable they can engage in.

OUR RULES AND PLAN OF OPERATIONS.

We allot to each Agent two or three townships, and if thoroughly canvassed, other territory, from time to time, as he may desire, and so long as he canvasses thoroughly, no one will have the privilege of operating on said territory, when occupied by him. The Agent will be required, when operating, to devote his undivided time to the business (unless otherwise agreed when he takes the agency), to confine himself exclusively to our books, to sell at the subscription price, except to Editors and Ministers of the Gospel, and to report progress weekly by letter and card; and whenever the business fails to remunerate the Agent, he can discontinue his operations by giving due notice, provided he finishes the canvass of the town in which he has begun.

Always secure the most *influential men first.* Never fail to do this, as your success depends wholly upon it. Get them conditionally if in no other way. Then scour the whole neighborhood. Don't take more than five conditional subscribers in a hundred.

The Agent will first take up his list of names, then order the books and deliver the list. Our terms are *Cash* or good security with the orders, or by express C. O. D. (collection on delivery), all or a few at a time, as the Agent may direct. In case he sends Cash his orders will be placed ahead of all others, and shipped by cheap freight instead of express, thus saving an important item on freight, as Express Companies charge about double the ordinary freight.

1st. Canvass thoroughly each and every Township and Village—by school districts if possible—in the territory assigned you, and carefully avoid trespassing upon territory outside of your limits, as you would thus interfere with other agents. Under no circumstances go into a town until it is allotted to you. Agents who break this rule will have their agency cancelled, and we shall ship them no books though they may have a large list. Devote your whole time to the business. Carry only the order book (prospectus book) when canvassing.

2nd. Report to us once every week, by letter and card, the number of positive subscribers taken in said week. Agents who do not report regularly, must not complain if we are not *always* prompt in filling their orders. Agents failing to report will have their agency promptly cancelled.

3rd. When cash does not accompany the Agent's order, *ten per cent. of the amount is invariably required in advance*, to insure the earnestness of his order. This amount will be deducted from the amount of order. We are obliged to require this, as we are frequently asked by irresponsible Agents to ship books which they do not intend taking from the express office, obliging us to order them back, paying express charges both ways. As we cannot become personally acquainted with each Agent, this plan will be perfecrly air. An honest Agent cannot object to this. A dishonest Agent we do not want.

4th. When ordering books be particular to state the exact marks you wish put on the boxes, and to what Post-Office to send the notice of shipment.

5th. Our Agents are not allowed to transfer their agency without first consulting us. When an Agent takes an agency for a town we shall require him to canvass it personally and thoroughly unless excused.

6th. We expect all our agents to devote all their time (when not prevented by sickness) to our work alone, carrying nothing else; to follow our Rules and Plan of Operations as stated here; to begin the canvass at once on receiving the outfit; to spend one week with every 1,000 or 1,200 population (we have statistics of population); to report to us weekly; to sell only to actual subscribers, and in no case to book-stores; to not transfer their agency without permission from us; to finish canvassing every town they commence, and to study and learn by heart before starting out, our "Hints to Agents."

Agents average about 30 subscribers to 1,000 inhabitants, and about that number is expected of them. Agents can judge of their success by this. In every communication give us your address, naming Province, County and Post Office. ☞ *Be careful and remember this.*

Also 1 Beecher Prize Christian Union - large Dble - fine chromo as gift - 3.50 - past 800 other pres
Sylvia's Lyrical Forest English Oleanar - best paper page - choice chromo frame - 2.00 " 1.00
24 Hearth & Home " story " " " 1.50 " 1.00 (cancel)